



Montana Census 2020

Communication Implementation Plan

Update for Dec 2019



MT State CCC Education and Libraries Subcommittee

MT 2020 State CCC members and partners, the CEIC staff wanted to provide to each of you a progress report on the implementation plans we established with each of you as we continue with the Education Phase (August 2019 through February 2020) in our 2020 Census efforts.

COMPLETED

Desired Actions	Status
Activity: Provide two communications pertinent to K-12, Higher Education, Education Association and Unions, and Libraries Communications to include newsletter, brochures, SWAG, presentations	<ul style="list-style-type: none">Established weekly newsletter that is sent to more than 2,000 contacts including list of libraries from Jennie Stapp, OPI staff, OCHE staff, and University staff (Need K-12 contact list).Created flyers including specific flyers for K-12 and College which can be downloaded from the from the CENSUS.MT.GOV website (Resources Tab)Purchased MT 2020 Census / MT 2020 Census Tribal SWAG including magnets, stickers, banners, window clings, and table runners. Kits are being distributed to the 106 Complete Count Committees now established across Montana.Released and are updating Montana Census 2020 https://www.facebook.com/MontanaCensus2020/ which includes regular content that you can repost.
Activity: Educate educational professionals, students, patrons, etc. and general audiences on the importance of census	<ul style="list-style-type: none">Created three educational videos on Census (Importance to MT, About the Census, Hard-to-Count Populations) to start airing in January. The “Importance of 2020 Census” features children in a classroom with their teacher. The “Counting all Montanans in the 2020 Census” video features both a college and a high school student. All feature funding for infrastructure.A second video is completed showing individuals filling out the form to start airing in March which includes a children and highlights funding for infrastructure.
Activity: Present on Census at meetings to target audiences	CEIC staff have conducted 61 presentations to date including many to key education & library groups: MT Conference of Education Leadership in Belgrade (had table for 2 days), MT Board of Regents in Bozeman, assisted State library webinar; also presented to many local governments (city & county) and CCCs which included educators.

Desired Actions	Status
Activity: Examples of federal funding by educational area based on Census data	Flyers updated to include specific dollars allocated to Montana in FY2016 based on Census Data including specific flyers for Colleges, for K-12 and Children.
Activity: Form CCC around target areas / audiences	There are 106 CCCs formed statewide. For example, the State Library has formed a Census CCC for its partner libraries and CEIC is providing content and communications. Will establish "Be Counted" sites once counting begins next March.

TO DOS

MT 2020 CCC Members To Dos for Each Target Audience (PK-12, Higher Education, Libraries, Educational Associations and Unions):

- Work with all CEIC staff on Mid-March School Event to promote the Census including coloring / and original art creation
- Work with CEIC staff to communicate to students / student leaders the need to be counted in MT especially those new to school / campus and to library patrons
- Have student media promote Census
- Insert Census Messaging in your mailings
- Reach out to your community CCC and see what help they need- the map can be viewed on the [CENSUS.MT.GOV](https://census.mt.gov) website (Map Tab)
- K-12: Provide CEIC the email addresses of educators and others in your network so we can send them the MT 2020 Census newsletter
- Check the "resources" section of the CENSUS.MT.GOV site and print then distribute flyers to your network via social media, email, or print
- Form educational group CCC (example by school, all school administrators statewide, student groups, small town libraries, etc.)
- Higher Ed - Work with CEIC staff to communicate to CTE Liaisons the importance of the Census
- Higher Ed- Work with CEIC staff to communicate to Perkins Coordinators the importance of the Census
- Higher Ed- Work with CEIC staff to communicate to Dual Enrollment Coordinators the importance of the Census
- Identify upcoming meetings for presentations
- Have top leadership and management (including students) record PSAs
- Work with CEIC team to write PSA scripts
- Distribute Census SWAG (Especially Window Clings and Census Rack Cards in libraries, schools, campuses)
- Link to the CENSUS.MT.GOV website from your website. Encourage members of your network to do the same
- Repost Facebook posts

MT 2020 CEIC Staff To Dos for Each Target Audience (PK-12, Higher Education, Libraries, Educational Associations and Unions):

- Work with all education on Mid-March School Event to promote the Census including coloring / and original art creation
- Provide outreach and event ideas
- Work with Higher Education to communicate to students / student leaders the need to be counted in MT especially those new to school / campus
- Work with Higher Education to communicate to CTE Liaisons the importance of the Census
- Work with Higher Education to communicate to Perkins Coordinators the importance of the Census
- Identify upcoming meetings for presentations– college and K12
- Assist MT 2020 CCC Education/Libraries Subcommittee in drafting op-ed letter
- Assist MT 2020 CCC Education/Libraries Subcommittee in drafting scripts for PSAs; Develop content for student media
- Assist MT 2020 CCC Education/Libraries Subcommittee in drafting inserts to go in PTA groups and other parent mailings
- Assist MT 2020 CCC Education/Libraries Subcommittee in drafting inserts to go in employee mailings and pay advice
- Develop additional PowerPoints for presenting and post to website
- Develop additional geographic specific examples of federal dollars received based on Census data
- Distribute video clips for use particularly for messaging boards and computer screens. Note: Educational ads will start end of January on TV, Radio and Digital channels
- Develop sample messaging for Message Boards for schools and colleges
- Reach out to educator employee organizations and unions